PHYSICAL FITNESS

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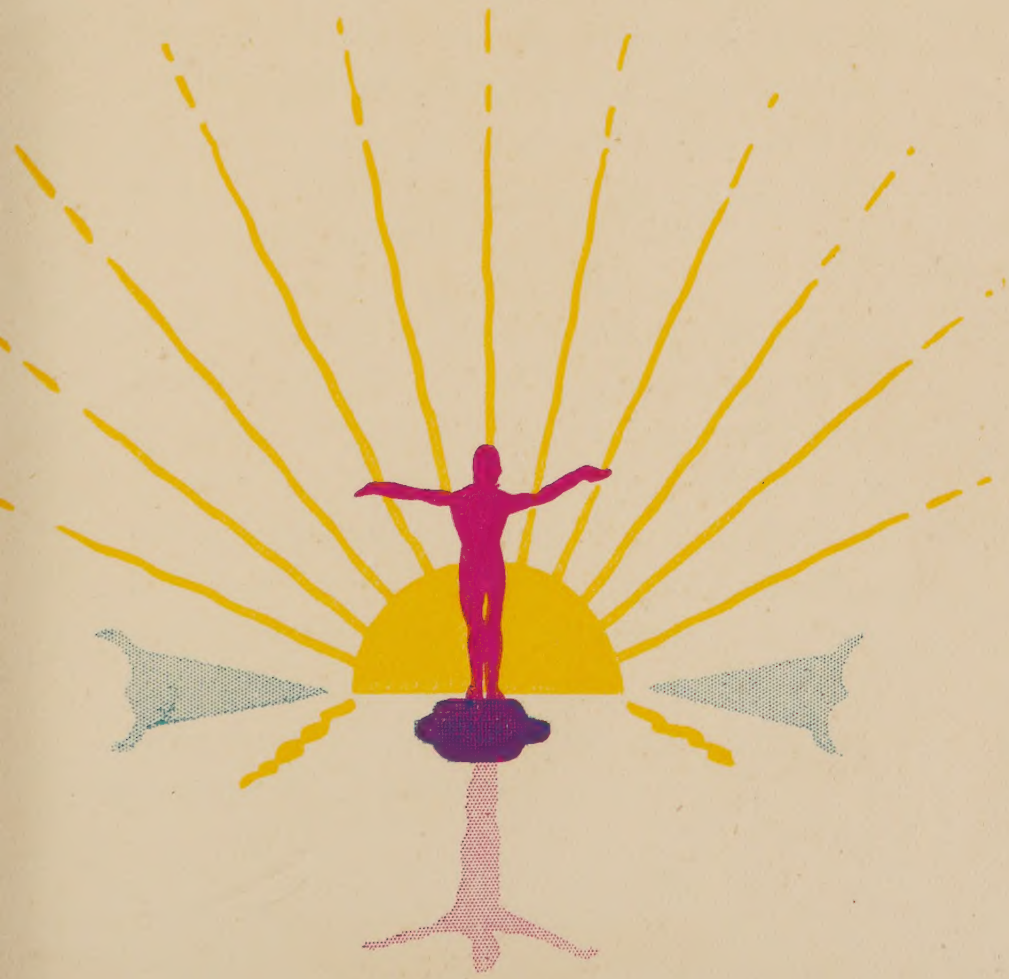
A short treatise on the cause of bow-leg and knock-knee, and the principle of their safe and permanent cure.



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NEVER since the days of the ancient Greeks has physical fitness played so large a part in human life as it does to-day. Throughout the ages it has been esteemed, fostered by governments and religions and prized by most. The history of the world can tell of more than one flourishing civilisation where physical fitness was so esteemed that it was illegal to allow an offspring who fell short of the national standard of straight limbs and well-developed body to remain alive.

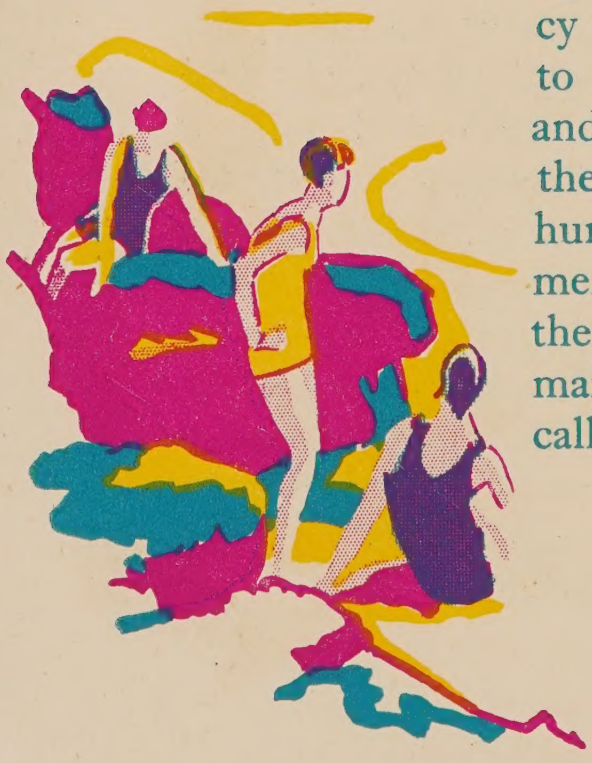
Even to-day, in many parts of the world, the physically unfit are, unless saved by the more humane western governments, allowed to starve in forests or deserts or to become the prey to wild beasts. Though one would deprecate this primitive system of Eugenics, it certainly results in a high standard of race, and in accordance with circumstances of beauty too.

In the civilisations of Ancient Greece and Rome (in the days of the Republic) the cult of physical beauty reached a standard even higher than it does to-day. The Greeks, with a different conception of morality, were not ashamed to display their naked (and beautiful) bodies in the arena, and their physical fitness, so revealed, was recorded in the masterpieces of Praxiteles.

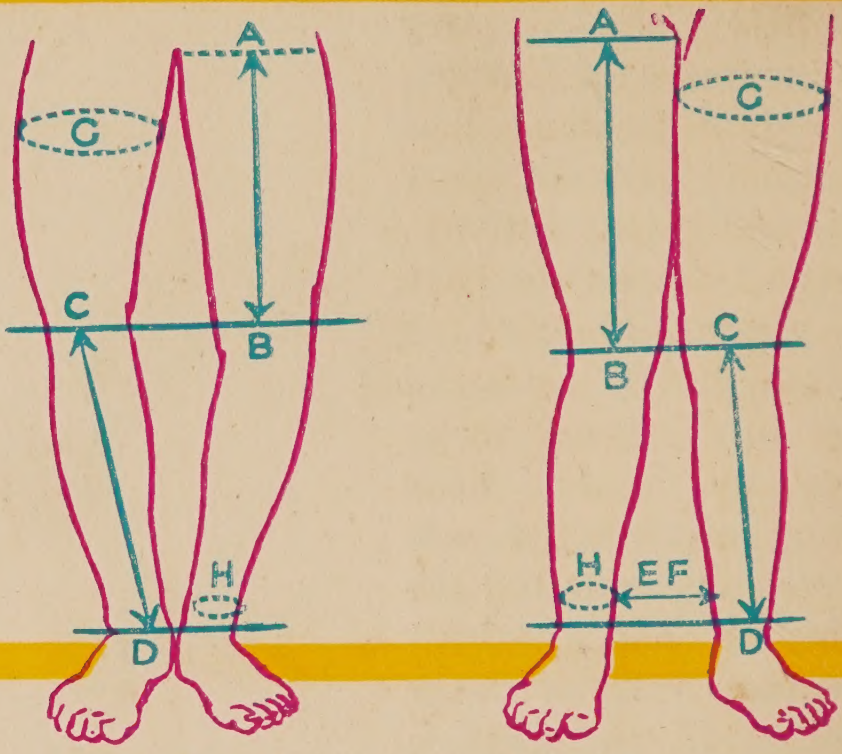
Straightness of form is, happily, the possession of most of us. Though the enervating effects of modern civilisation bow the back and curve the spine, the straight shapeliness of limbs is still unmarred by the rush and toil of modern life. But through accident of birth, carelessness at a tender age, or through the tendencies of a profession or calling there are people who, straight and supple from the hips upwards, are cursed by those annoying irregularities —bow legs or knock knees—to give them their colloquial terms.

INCREASED STANDARD OF PHYSICAL BEAUTY IMPERATIVE.

In the days of the good Queen Victoria, of lamented memory, the possession of unshapely limbs might go unremarked the lifetime of the owner, for the ugly fashions of the period were designed to conceal the form in its beauty or ugliness. But the tendency of modern fashion is to reveal the form more and more and it is not therefore surprising that humanity led by the women has turned towards the regaining and the maintaining of a physically fit, and therefore,



beautiful body. All over the continent of Europe, not only in England, that legendary home of sport and muscular activity, men and women are paying greater attention to the body and its needs and care. In Germany thousands of clubs have sprung up for the sole purpose of rendering the body fit and healthy. Strenuous exercise in the scantiest of garments is the curriculum, while in France, which by us is mistakenly supposed to be inhabited solely by lounge lizards and mannequins, sun-bathing and its accompanying vigorous exercises have gained a widespread popularity.

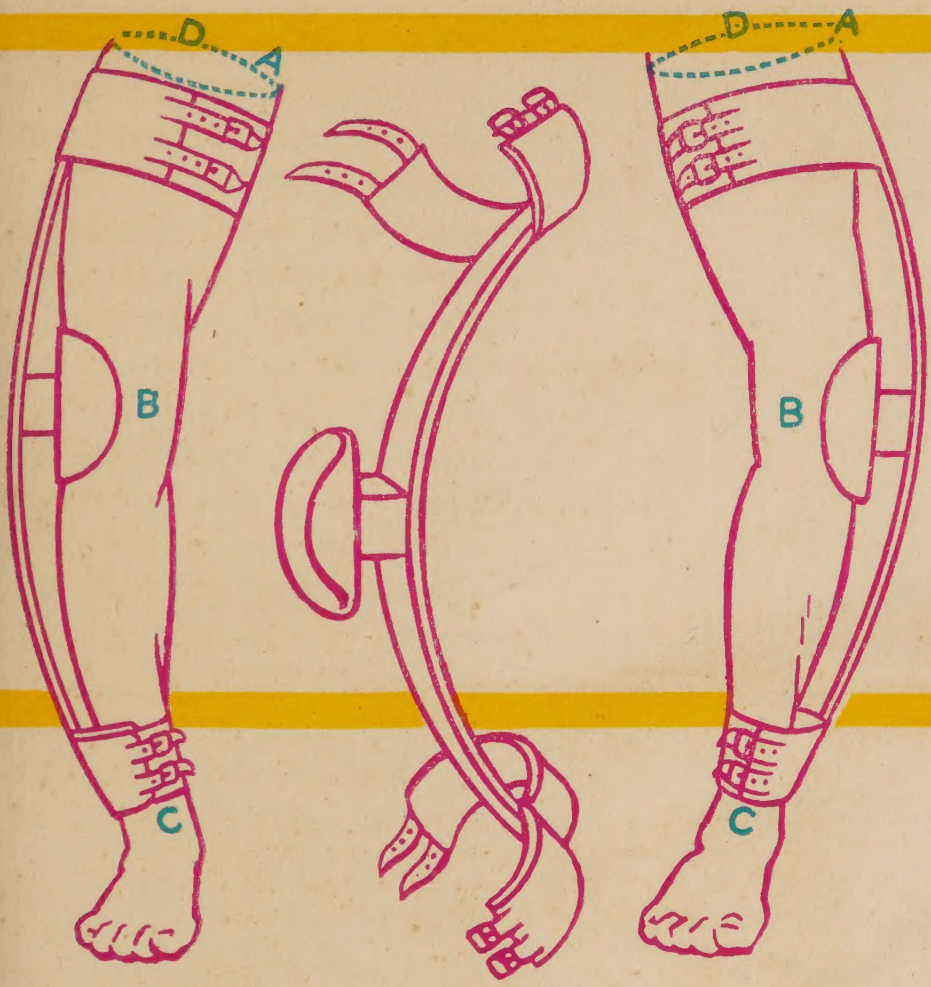


From these few measurements (which you can easily take yourself) we can fit you perfectly with a Stephens Limb Appliance which will cure any unfortunate deformity in a few weeks.

SPORT IS CLOSED TO THE UNSHAPELY

Even on our own beaches and in the precincts of our athletic clubs the tendency to make much of the human form is apparent to the merest onlooker, while the bathing beaches of our seaside resorts display physical fitness in its more charming form.

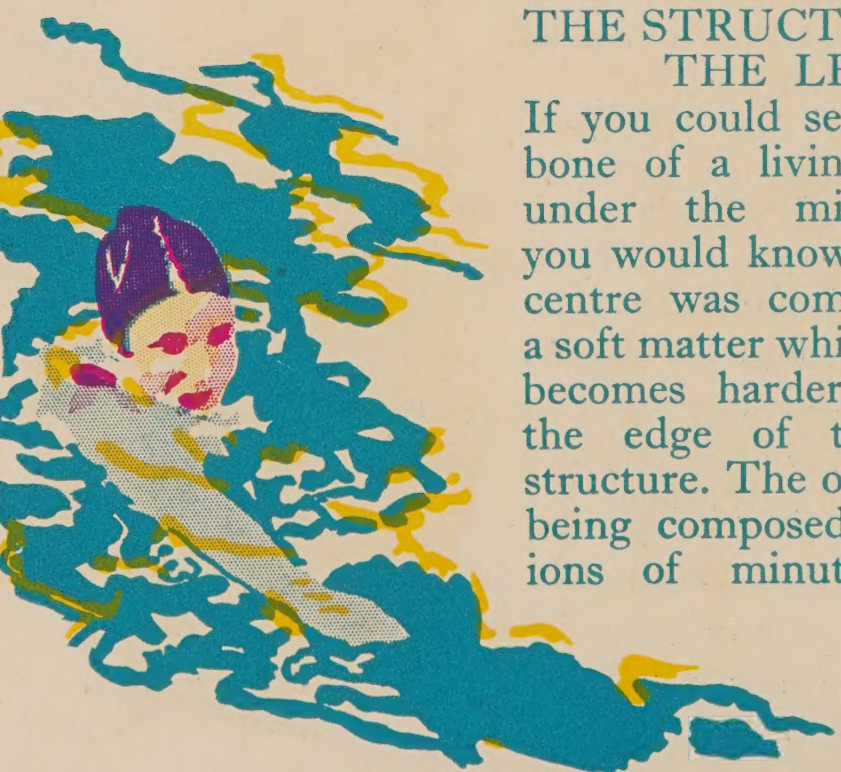
The unhappy individual who is condemned by malformity to remain at least partially hidden



in his or her outdoor garments, without taking part in more strenuous exercise is, indeed, to be pitied. Condemned through no fault of his the unstraight of limb must relinquish many happy and innocent delights and remain an onlooker where rightly a place in the team of health winners could be his.

Even to remain clothed in ordinary garments without donning the freer and more revealing sports clothes is not to be successful in hiding

what nature has decided cannot successfully be hidden. Unstraight limbs like murder "will out." Their possessor is self-conscious and rightly so, for who can remain ignorant of such an obvious defect? Where concealment is impossible, can it be true that there is no remedy? Must all unfortunates go for ever through life with such a handicap? To understand how easy is the remedy, it is necessary to understand something of the structure of the human limb.



THE STRUCTURE OF THE LEG

If you could see the leg bone of a living person under the microscope, you would know that the centre was composed of a soft matter which slowly becomes harder towards the edge of the bone-structure. The outer edge being composed of millions of minute scales,

something like the scales of the fish. On the bone of a person suffering from malformation of the limbs you would see that these scales were wide apart on one side (on the outside in the case of a bow-legged person and vice versa in the case of the knock-kneed) and over-lapping at the other.

THE EFFECTIVELY SIMPLE CURE.

The application of an Appliance will cause these scales, which are also composed of millions of minute particles, to close on the enlarged side and stretch apart on the side on which they overlap, thus causing the bone to straighten gradually until the scales are equal on both sides, when a perfect cure has been attained. Thus the quotation of these scientific facts, while not as a rule of much interest to the lay person, is given here

to show that all bones are capable of being straightened even though the user of the Appliance is advanced in years.

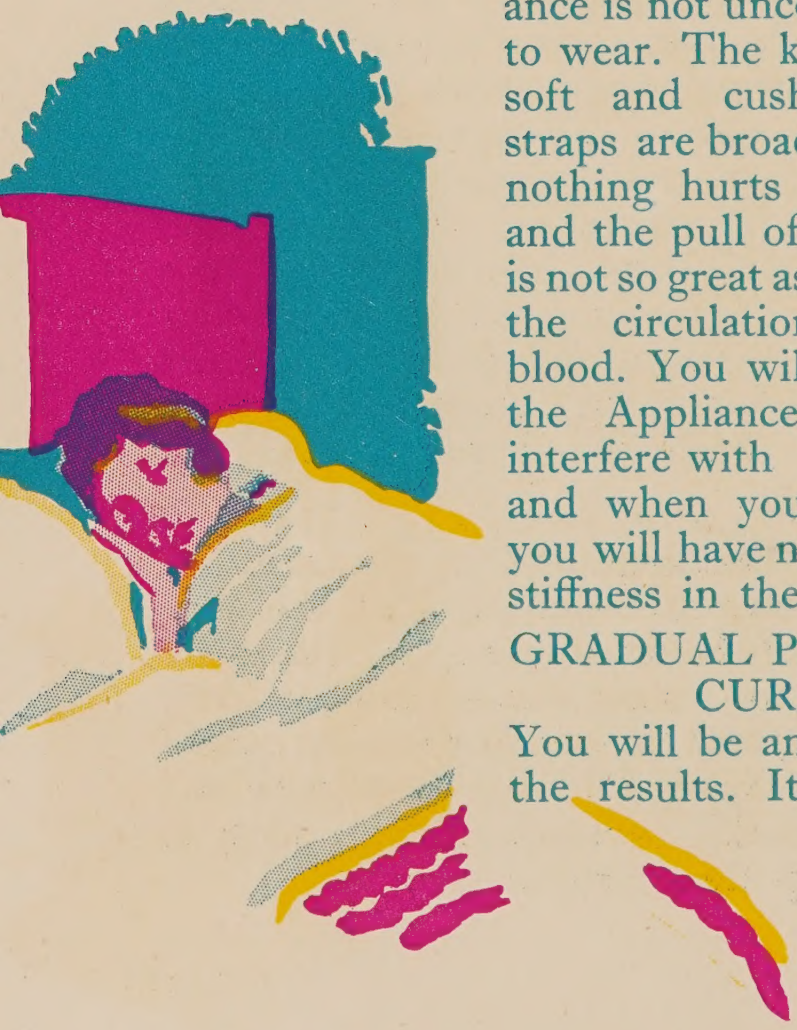
SOFTENING OF THE BONE STRUCTURE

Some cases of bow-leg are caused by a softening of the bone-structure; this is when a person becomes bow-legged in later years. These cases are very easily cured, the bones very quickly resuming their normal shape. Such cases should always receive prompt attention, as very often the softening is only of a temporary nature and if neglected for a number of years the bones assume a natural hardening again, but while they can be straightened quite easily with our Appliance, the cure is attained more quickly while the bones are in their soft state.

Where bow-legs and knock-knees are caused by the weakening of the ligaments of the knee joints, the bones are usually of a hard nature, and perfectly formed, and the gentle pressure caused by the wearing of our Appliance will very quickly persuade the ligaments to take up their natural position.

APPLIANCE ONLY WORN BY NIGHT

This cure does not take a moment from your day's work or play, it is effected whilst you sleep or rest. The Appliance is fitted on the limbs on retiring at night, the actual fitting taking only 30 seconds and the Appliance is not uncomfortable to wear. The knee pad is soft and cushiony, the straps are broad and soft, nothing hurts or chafes, and the pull of the string is not so great as to impede the circulation of the blood. You will find that the Appliance will not interfere with your sleep and when you wake up you will have no feeling of stiffness in the limb.



GRADUAL PAINLESS CURE

You will be amazed with the results. It is by no

means an instantaneous cure, nothing of this nature could be—for to be permanent, correction must be gradual, but within a short time you will see the wonderful difference that has come about, and in a few months you will be as near the physical ideal as any of us, and able to take your proper place in sports and games and daily life.

There is no earthly reason why you should suffer the disadvantage of bent limbs, the price of our Appliance is so low that all are in a position to obtain it. Fill in the measurement form, carefully, for your comfort's sake, and post it to-day, and within a very short time you will bless the day you started to wear the STEPHENS' LIMB APPLIANCE.

The Stephens Appliance Co.
4 DREWTON ST., BRADFORD